

Message Text

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TAGS: BEXP, SW
SUBJECT: EXPORT MARKETING PLAN FOR SCI INTERNATIONAL

REF: USDOC 5859

1. FOLLOWING RESPONSES FOLLOW REFTEL QUERIES FOR SUBJECT COMPANY.
2. THE 1977 "ELECTRONIC DATA PROCESSING AND MANPOWER REPORT" BY THE CENTRAL BUREAU OF STATISTICS MADE THESE ESTIMATES OF EDP USAGE BASED ON 1972 INDUSTRY REPORTS; 50-55 PERCENT FOR PAYROLL PURPOSES, 10 PERCENT FOR PERSONNEL PLANNING. ALSO PAGES 19, 20, 48 TO 51 OF 1976 GLOBAL MARKET SURVEY OF COMPUTERS IN SWEDEN INDICATE POTENTIAL FOR COMPUTERIZED PERSONNEL SYSTEMS.
3. QUESTIONS ON LAWS AND REGULATIONS INVOLVE COMPLEX AND SENSITIVE ISSUES IN SWEDEN. GOVERNMENT APPROVAL MUST BE REQUESTED FOR COMPUTER FILES ON ANY GROUPS OF PEOPLE; HOWEVER APPROVAL WOULD PROBABLY BE GIVEN FOR MOST IN-HOUSE PERSONNEL PURPOSES. LEGISLATION AND ADMINISTRATIVE RULINGS ARE REGULARLY PROPOSED TO TIGHTEN UP THE 1973 BASIC DATA LEGISLATION. THE 1977 BOOKKEEPING LAW ALSO IS RELATED SO THAT LEGAL EXPERTS SHOULD BE CONSULTED AS PART OF MARKET INVESTIGATION.

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4. IN PRINCIPLE IT APPEARS THAT TAILORED SOFTWARE SYSTEMS FOR PERSONNEL FUNCTIONS HAVE A MARKET IN SWEDEN IF CARE IS USED IN DESIGN AND MARKETING. WE DOUBT A STRATEGY COULD BE DEVELOPED WITHOUT FIRST-HAND INVESTIGATION OF SWEDISH REQUIREMENTS. AT A MINIMUM COMPANY SHOULD CONTACT PETER SEIPEL OF STOCKHOLM UNIVERSITY, AUTHOR OF "COMPUTER LAW

IN SWEDEN", AND SOFTWARE SUPPLIERS ASSOCIATION. FYI-SSA
MEMBERS HAVE CONCENTRATED THUS FAR ON SYSTEMS SOFTWARE.
WHATEVER APPLICATIONS SOFTWARE SYSTEMS ARE NOW IN USE HAVE
BEEN MOSTLY CUSTOM DESIGNED FOR END-USERS.
KENNEDY-MINOTT

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